

# SEFTON COUNCIL

Sefton Council 



*“We selected Ctrack because of the ease-of-use of the system and its ability to add significant return on investment in terms of increased operational control and enhanced service for our customers”*

**Jim Black,** Sefton Council

**Sefton Council is responsible for providing a refuse collection service to 123,000 properties within North Meryseyside, including the main population centres of Bottle, Crosby, Formby, Maghull and Southport. The Council is under ongoing pressure to achieve operating efficiencies whilst enhancing the service it provides to the local community.**

Effective and efficient collection of domestic refuse is a vital element of the council’s waste management strategy, and essential to ensuring the borough is a healthy, clean and safe place to live.

## ADVANCED VEHICLE TRACKING

Sefton council fitted the Ctrack system on twenty five new refuse collection vehicles, procured as part of a fleet replacement programme, to optimise performance and make the most of their investment. This bespoke vehicle tracking solution was designed to enable greater management control over mobile assets, streamline fleet operations and reduce overheads.

To date, Ctrack has achieved a range of business and operational benefits including:

- Reduced fuel usage.
- Minimised delays & missed collections.
- Enhanced customer service.
- Improved accident management.

## VISIBILITY AND CONTROL

Ctrack has provided Sefton Council with the right information at the right time to achieve measurable business and operational benefits. This real-time and historical data has enabled the Council to better manage mobile assets resulting in increased levels of productivity and efficiency.

## FUEL MANAGEMENT

Fuel management was a major challenge for the fleet operation, as each refuse collection vehicle has fuel consumption of less than 5mpg. Ctrack has enabled Sefton Council to monitor and capture real-time movements to ensure vehicles are driven efficiently and remain on-route. As a result, the Council can monitor vehicle mileage, which helps to limit fuel usage.

## CUSTOMER SERVICE

The Ctrack system has been used to provide real-time and historical management information, so Sefton Council can access precise data regarding work completion, missed collections and proof of tipping. This has supported the authority's detailed measurement of performance and validation of collections, leading to the overall improvement in customer service levels.

*“It is anticipated that the saving achieved from more efficient routing - and therefore reduced fuel usage - will significantly contribute towards the cost of the solution”*

**Jim Black, Sefton Council**



## ACCIDENT MANAGEMENT

Ctrack has streamlined accident management by providing access to accurate historical data detailing vehicle movements. This information - including location, speed and direction - has assisted the investigation of incidents involving the refuse collection vehicles and protected the Council and its mobile assets from fraudulent claims.